

NAVY SOUVENIR PROGRAM Iowa State vs. Nebraska October 16, 1943 Ames, Iowa

IT'S IN THE CARDS!



Our products have been a traditional part of campus-life here at Iowa State—and on every other campus in the country—for many years. You've seen them at the Student Supply Store, the Campus Drug and the College Book Store—pennants pillows, banners, stickers, blankets, College Pets and a host of other items so necessary to the complete college career.

War brings changes, and "Ames' Only Defense Plant" is working night and day turning out Army Raincoats and other items for the Army and Navy. But—we'll still find time to "follow the Cyclones" and back the college spirit with worthy merchandise.

COLLEGIATE MFG. CO. - AMES, IOWA

Designers and Makers of Distinctive College Merchandise ~ Since 1904 Makers of Raincoats for the United States Army ~ 'til Victory

"Míke"...

Sending the Cyclones against their second Big Six foe this season, A. M. "Mike" Michalske also enters his second year as Iowa State's head coach. Mike came to the Cyclone camp last year as line coach, and took over the head coaching job in midseason. Mike's football career has been long and studded with high recognition. He was an outstanding fullback at Pennsylvania State. Converted to guard with the professional Green Bay Packers, he was accorded professional All-American honors six times at that position.

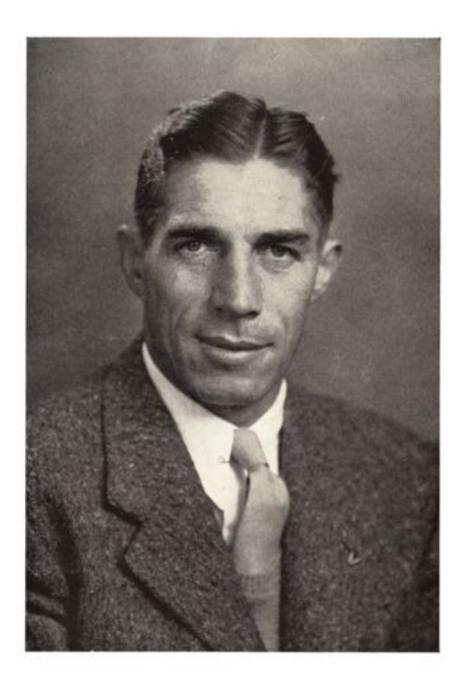
His Staff . . .

With half of the Cyclone grid staff now in the armed forces, baseball coach Clayton "Chick" Sutherland is the Cyclone's new backfield coach. Louis Menze, head basketball coach, is coaching the ends. Borrowed from the Iowa State Naval Training School is line mentor James J. Hauss, Chief Athletic Specialist. Formerly head line coach at Butler University in Indiana, Chief Hauss came to Iowa State on the V-12 athletic staff.

The Cyclones . . .

Almost two-thirds of the Cyclone squad this fall has been drawn from the blue-clad trainees of the Iowa State Naval Training School. Thus the Cyclones have been able to "adopt" for the season several players who normally would have bolstered opponent elevens. Several men sporting Cyclone colors this afternoon would, in normal times, be wearing the scarlet and cream of Nebraska.

Highlighting the Navy contribution to the Cyclone eleven is fullback Gilbert "Moose" Carafiol. Keen on defense and a hard blocker,



Moose is a former back for the Missouri School of Mines. Also "loaned" by the Navy, and slated for plenty of action this afternoon, are linemen Charles Wright, 1942 letterman from the Husker camp; Rex Wagner, another native Nebraskan; and Harold Crisler, 205pounder and former regular end for San Jose College, California; and backfieldmen Harry Ireland and Joe Noble.

From the ranks of civilian students returns George Gast, 2-year letterman playing at right half this year. Howard Tippee, ace Cyclone kicker and passer, returns in his last quarter in college to play his third year at left half for Iowa State.



Coaching the Cornhuskers this year are (left to right) backfield coach Art Stark, head coach A. J. "Lew" Lewandowski, and line coach Ed Weir.

Wartime Cornhuskers ...

Nebraska sends into gridiron battle today the lightest and youngest team in Cornhusker football history. Its ranks depleted by military requirements, the squad from Nebraska's capitol retained only a trio of players

with previous college experience.

Of the Huskers' 47 squad members, only 12 tip the scales at 180 pounds or better. Truly "watch-charm" is a quarterback listed at 135; a pair of halfbacks scale under 150, and a dozen or more other players weigh in the 150's and 160's—and that is writing a new kind of story into the football records of the gridiron giants of the Midwest, of a team whose tradition is weight and power and championships. Famous Husker power-elevens of by-gone days boast a string of victories wrung from football greats like Notre Dame, Pittsburgh in her gridiron prime, and from Big Ten, Pacific Coast, and other leading conference teams. They have won the Big Six championship nine times since 1928 when the conference came into being. Nebraska was Stanford's opponent in the Rose Bowl in 1940.

A dozen Huskers, model 1943, are under 18

Big Six Football Champions

公

			M		
1928				Nebraska	L
1929	98	40	1	Nebraska	ı
1930	9	20		. Kansas	
1931	12			Nebraska	į
1932				Nebraska	
1933	28	- 25		Nebraska	
1934		*	, F	Cansas State	
1935		33		Nebraska	į
1936		-	-	Nebraska	
1937	4			Nebraska	
1938		*		Oklahoma	
1939		*3		Missouri	
1940	300	*		Nebraska	
1941			-	Missouri	
1942			12	Missouri	

years of age—three of them 16. Most of those over 18 are on Army and Navy Reserve lists. Many are 4-F and one is 3-A on Selective Service records.

A. J. "Lew" Lewandowski is Nebraska's new head coach, succeeding Lt. (jg) Glenn Presnell, both as grid mentor and athletic director. Lew, who also doubles as head basketball coach, lettered in football, basketball and tennis at Nebraska in 1927-29. He returned to his Alma Mater in 1937 after serving as football assistant and head basketball coach at the University of Montana. His assistants are Art Stark, backfield coach, who was himself an outstanding halfback at Kansas State College in 1921-23, and Ed Weir, line coach, one of Nebraska's outstanding players of all time. Weir twice captained the Scarlet (1924-25) and was twice accorded All-American honors at tackle. He has been on the Nebraska athletic staff continuously since

The 1943 Huskers are short on weight; they are short on experience; they are young; but Nebraska teams, the team taking the field today not excepted, are long on fighting spirit—the kind that wins games when the odds forbid.

Iowa State Naval Training School

Fits Men for Active Service in Specialized Jobs

Marching men in Navy blue and Army khaki dominate the campus scene at Iowa State this fall as the college brings all of its facilities to bear on the business of winning the war.

The arrival in June, 1942, of 200 Naval trainees inaugurated Iowa State's program of specialized training of men for active service. By the end of 1943 several thousand trained men will have left Iowa State's campus for active service as electricians, Diesel Engine operators and mechanics, cooks and bakers, and engineers in the Navy alone. Additional hundreds are training for Army service.

The Iowa State Naval Training School is divided mainly into five categories, or schools. Specialized instruction is conducted for training of (1) electricians, (2) diesel engine operators and mechanics, (3) cooks and bakers, and (4) civil, aeronautical, mechanical, and electrical engineers under the V-12 program, all for active service on all kinds of Naval craft; and (5) Naval aviation cadets in the second phase of a six-phase course designed to fit them for combat duty in the Naval air forces.

Electricians and Diesel Mechanics

Naval electricians graduate in 16 weeks.

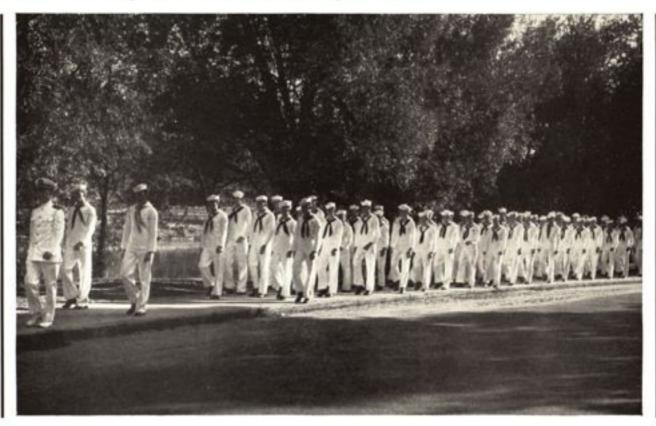
Their concentrated course includes instruction in mathematics, electrical theory, the use of electrician's tools, and laboratory work in wiring and other specialized duties of Naval electricians. Visual instruction plays an important role in imparting the intensive course to the trainees in such a short time. Trainees use Iowa State College laboratories and equipment and receive their instruction from college staff members.

Diesel operators and mechanics receive 12 weeks training. From the classrooms of Iowa State they go into active service largely on the smaller Naval seacraft such at P-t boats, submarine chasers, and auxiliary craft.

Cooks and Bakers

Members of the Cooks and Bakers school attend lectures by members of the Iowa State Home Economics staff, and perfect their food technique in the kitchens of Friley Hall and Memorial Union where they prepare three big meals daily for the thousands of trainees enrolled in the Naval Training School. They are considered qualified for active service as Naval cooks and bakers upon completion of 16 weeks of training.

Dressed in their summer whites, this company from the Naval Training School marches to Great Hall in Memorial Union for graduation exercises. (Cut courtesy 1943 Bomb.)





(Above) Commander A. F. Duernberger (right) confers with Lt. George C. Ray, officer in charge of electrical, diesel, and cooks and bakers training at the Naval Training School. (Cut courtesy 1943 Bomb.)

(At right) Chief Specialists in charge of Navy Physical Fitness are (left to right, front row) E. L. Jones, Ben Ferrier, W. E. Martella, and B. D. Thomas; (back row) K. L. Strickland, C. T. Warrington, J. J. Borovick, Edw. Huish, and A. S. Warren.

The V-12's

The V-12's are the newest of the Naval trainees at Ames; their training at Iowa State began last month. Most of the Navy trainees in the V-12 program at Iowa State come from the midwestern and mountain states, although 34 states are represented by the student sailors. The V-12's were selected by a Navy Selection Board from high school graduates, college students, and men already in the ranks of the Navy. A number of the V-12's at Iowa State, those drawn from the ranks, have already seen action in Uncle Sam's fighting fleets.

Four of the Navy V-12 curricula are being offered at Iowa State, all engineering courses. The students were able to choose between aeronautical, civil, mechanical, or electrical engineering. The classes are regular college classes, and are taught by members of the Iowa State faculty. A few exclusively Naval subjects, such as Navy history, are taught the men, but the emphasis for V-12 training is placed on regular academic work.

Naval Aviation Training

The training of pilots in the second phase of a six-phase program is Iowa State's part in the Naval Aviation Training Program. Before coming to Ames, the cadets have had basic ground school training. At Iowa State they receive their first flight training in training planes at the Ames Municipal Airport, and their ground school work continues with courses in theory of flight, mathematics, physics, navigation, meteorology, aerodynamics, and aircraft identification. Following 12 weeks at Iowa State the Naval aviation cadets move on to still further advanced instruction in ground school. Upon the completion of the six phases, the cadets are fitted for air combat with the Naval air forces.

"Ships" on the Campus

Men's and women's dormitories became "ships" when the sailors



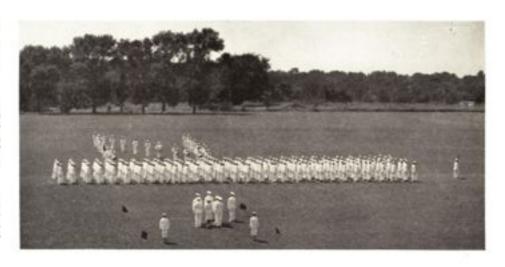
Friley Hall (below) is the "ship" to most of the sailors training for active service as electricians, diesel engine operators and mechanics, and cooks and bakers.

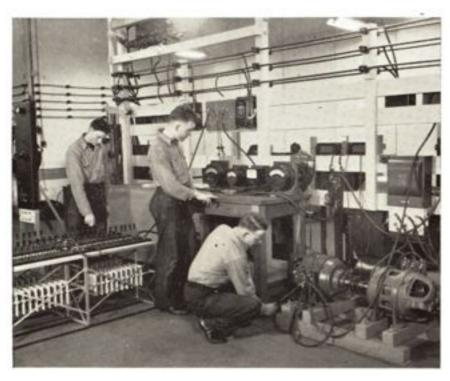


(At right) One of the Navy companies passes in review in a Saturday inspection. The regimental band may be seen in the background forming the Navy "N."

(First below) Electrical school trainees utilize Iowa State College laboratories to become familiar with wiring technique and the other specialized duties required of Naval electricians in active service.

(Second below) Diesel school trainees become expert in the operation and service of the diesel engines which power the smaller Naval seacraft.







came to Iowa State College, and Navy phraseology finds the trainees referring to stairs as ladders and windows as ports. Existing Iowa State College facilities for housing peacetime students have so far proven adequate for the requirements of Army and Navy units now stationed on the campus.

Sports and Recreation

In addition to at least one full hour of calisthenics daily, the Navy trainees also participate in an intensive program of intramural sports. Dozens of teams compete for local Navy championships in softball, touch football, and basketball as the sports come into season.

All Naval trainees must know how to swim expertly. The combined capacity of both the men's and women's swimming pools is strained to provide the training necessary for those who cannot swim.

The Command

Commander A. F. Duernberger is in command of the training of electricians, diesel operators and mechanics, cooks and bakers, and V-12's. The training of Naval Aviation cadets, under the V-5 program, is in charge of Lt. George Smith.

Under Commander Duernberger, a separate staff is maintained for the V-12 program. Officer temporarily in charge of V-12 is Lt. Roderick H. Light.

Lt. R. M. Fairbanks is Commander Duernberger's executive officer, and Lt. George C. Ray is officer in charge of the electrical, diesel, and cooks and bakers schools. Athletic officers are Lt. Charles Jones for the electrical, diesel, and cooks and bakers schools; Ensign R. A. Kloepper for the V-12; and Lt. (jg) L. T. Roberts for the Naval Aviation Training School.



Officers in charge of turning out Navy flyers at the Navy CAA-War Training School at Iowa State College are (left to right) Commanding Officer, Lt. (jg) George Smith, and Executive Officer, Lt. (jg) Loyd T. Roberts.

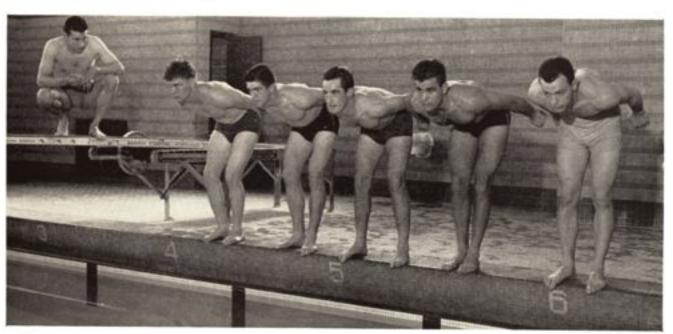


Last-minute instructions before the hop. Kenneth Roland, civilian instructor for Naval CAA-War Training Service at Iowa State College, gives Cadet Bruce Johnson from Wichita, Kansas, a few pointers.





(Left above) V-12 civil engineers practice surveying on the spacious campus of Iowa State College. (Right above) Taking the obstacle course, maintained for the use of both civilian and military students, are two Naval aviation cadets. (Below) All sailors must swim expertly; the combined capacity of both the men's and women's swimming pools is strained to train those who cannot swim.





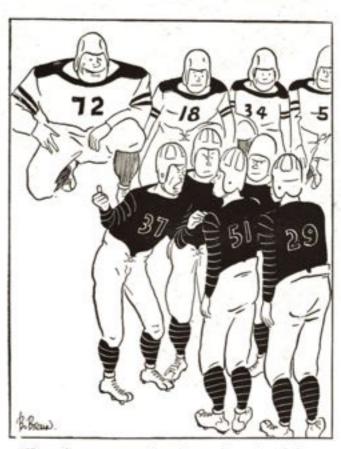
Iowa State - Nebraska



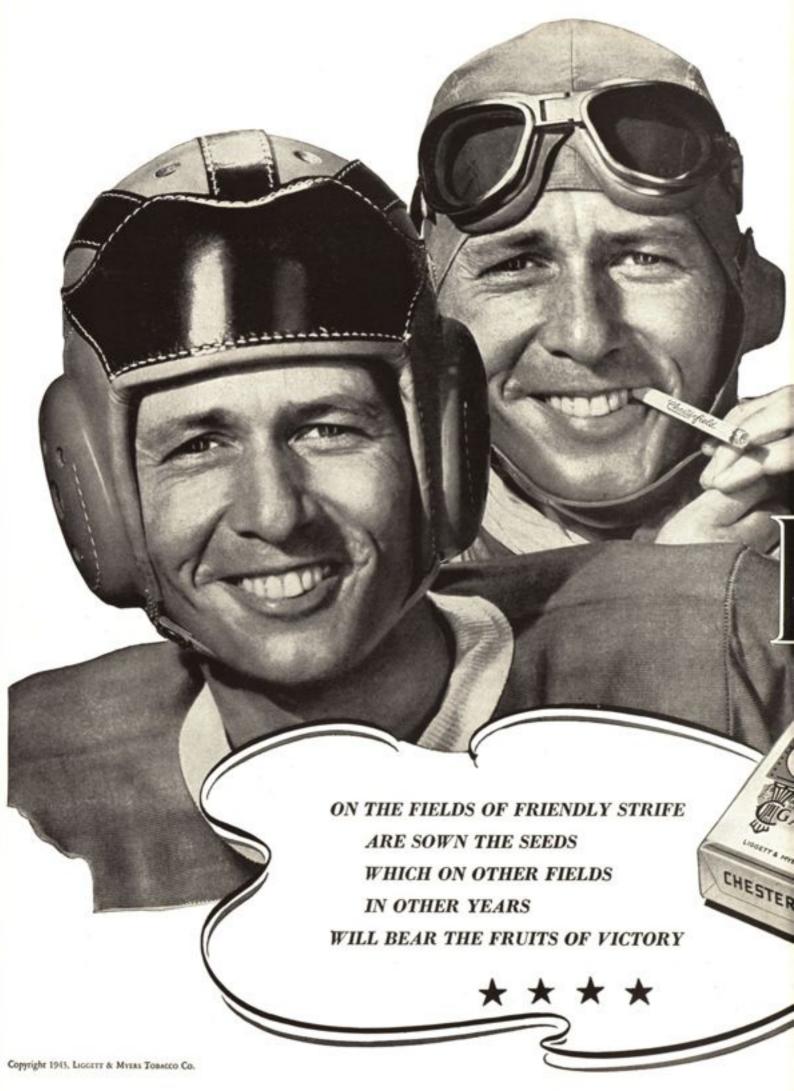
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Longines-Wittnauer Watches





"How do you expect us to make a touchdown if you don't block out that bottleneck?"



IOWA STATE

FB Carafiol 63 RHB LHB Gast Tippee 60 64 QB. Ireland 51 LT LG C RT RG Wagner Trommler Wright Kokjer Seibold Shanda

RE Crisler 42 26 45 35 33 52

SQUAD LIST

20 Bond, t 36 Fathauer, t 51 Ireland, b &1-Miller, e 39 Wolfe, b 52 Crister, e 22 Kraus, b 40 McKeegan, b 53 Daubendick, g 23 Braunstein, g 41 Gallaher, c 57 Preston, c 42 Wright, g 43 Clausen, e 24 Peterson, g 58 Lambert, c 25 Wagner, e 59 Bliss, t 26 Trommler, t 44 Bender, b 60 Gast, b 45 Kokjer, c 61 Mortensen, e 46 Vandergriff, b 63 Carafiol, b 28 Lavassar, e 30 Howard, b 47 Kisner, t 48 Albrecht, g 64 Tippee, b 66 Grier, b 31 Noble, b 32 Wiltsie, e 33 Shanda, t 49 Madson, b 69 Warner, b 35 Seibold, g 50 Tollenaere, 1 73 Van Dusen, e 38 Vocter

On Every Field esterfield

UNIVERSITY OF NEBRASKA

FB Hollins 49 RHB LHB Swanson Trant QB 12 19 Kenfield 55

LE LT RG RT RE Gissler Hill Means Salisbury Hazard Jacupke Schneider 10 23 58 14 11 13

SQUAD LIST

10 Gissler, e 23 Hill, t 41 Cullin, e 11 Hazard, g 24 Mitchel, b 42 Baker, b 43 Locke, t 12 Swanson, b 25 Rhodes, t 13 Jacupke, g 26 Kearney, b 45 Ellyson, b 46 Zlab, g 48 Cole, 0., b 14 Salisbury, e 27 Kofton, t 15 Beaver, b 29 Patton, t 30 Goldstein, g 16 Lucas, e 49 Hollins, b 17 Galter, c 51 Wilkins, b 31 Miller, b 18 Rooney, b 52 Smith, c 33 Abdnor, t 54 Hinz, g-c 55 Kenfield, b 19 Trant, b 35 Kops, t 20 Ebers, g 36 Schneider, e 37 Johnston, b 21 Sherman, c 56 Hansen, b 22 Porter, g 38 Ewin, e 58 Means, g 39 McDermott,

OFFICIALS

Referee . Jack North (Highland Park) Umpire Ira Carrithers (Illinois) Head Linesman . Vic Young (Colorado)

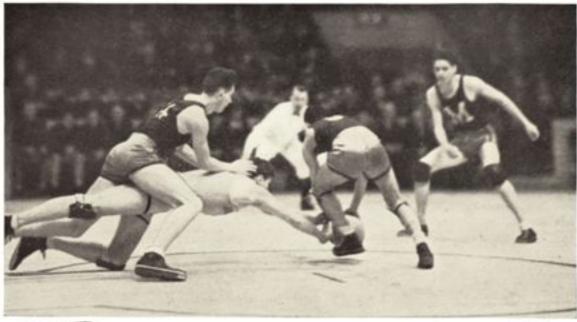
University of Nebraska Roster

No	. Name	. Номк	,	Wτ.	Нт.	AGE	PREVIOUS COLLEGE EXPERIENCE	Sta-
		ENDS						
10	Gissler, Bert	. Osceola, Nebraska	. 6	210	6- 7	23	1	4-F
16	Lucas, George	. Lincoln, Nebraska		70	6- 1	18	0	4-F
36	Schneider, Robert	. Nebraska City, Nebraska .		67	6- 0	17	0	None
38	Ewin, Gordon	. Omaha, Nebraska		88	5-11	19	0	4-F
39	McDermott, Richard .	. Omaha, Nebraska		48	6- 0	19	0	4-F
41	Cullen, Richard	. Lincoln, Nebraska		65	6- 016	17	0	None
			33. S		1			None
		TACKLES	S					
23	Hill, William	. Arapahoe, Nebraska	9	202	6- 2	17	.0	None
25	Rhodes, Melvin	. Mason City, Nebraska		78	6- 2	18	0	None
27	Kofton, Larry	. Bloomfield, Nebraska		80	5-11	18	0	None
29	Patton, Robert	. Lincoln, Nebraska		94	5-10	18	0	1-A
33	Abdnor, James	. Kennebec, South Dakota .		14	5-10	19	0	1-C
35	Kops, Lyle	. Bassett, Nebraska		72	6- 1	16	0	None
43	Locke, Norman	. Lincoln, Nebraska		73.	6- 0	17	0	V-5
			1					
	100							
		GUARDS	2					
11	Hazard, Frank	. Sioux City, Iowa		80	5-11	21	1	4-F
770 - 9	Jacupke, Jerry	. Fremont, Nebraska		79	5- 9	17	0	None
	Ebers, Merle	. Seward, Nebraska		60	5-10	21	0	4-F
	Porter, Morton	. Nebraska City, Nebraska .		69	5- 9	17	0	None
30.	Goldstein, Robert	. Lincoln, Nebraska		56	5- 9	16	0	None
- 46	Zlab, Dennis	. Wilber, Nebraska		73	5- 9	17	0	None
54	Hinz, Robert	. Central City, Nebraska .		79	6- 2	18	0	4-F
58	Means, Arden	. Lincoln, Nebraska	1	85	5-10	18	0	None
133	0470 B 800 A	CENTER:						
14	Salisbury, Randall			90	6- 0	21	2	4-F
17		. Lincoln, Nebraska		70	5-11	17	0	V-5
21	Sherman, Melvin			76	6- 3	16	0	None
52	Smith, Charles	. McCook, Nebraska	. 1	85	6- 0	17	0	ACR
		BACKS						
10	Occurred Wild		710.00	**		100		
12	Swanson, Keith	. Omaha, Nebraska		51	5-10	18	0	1-C
15	Beaver, Clark	. Tekemah, Nebraska		78	6- 1	26	0	4-F
18	Rooney, Pat	. Nebraska City, Nebraska .		57	5- 9	17	0	None
19	Trant, Allen	. Omaha, Nebraska		60	5-10	18	0	V-5
24	Mitchell, Rex	. Seward, Nebraska		35	5- 9	18	0	ACR
26 31	Kearney, Phil Miller, William	. Morrill, Nebraska		64	5-11	19	0	2-A
37	T. 1	. Lincoln, Nebraska		42	5-10	19	0	V-1
42		. Douglas, Nebraska		57	5-8	17	0	None
45	Baker, Gordon	. Tekemah, Nebraska		60	5-11	17	0	None
48	Ellyson, Garold Cole, Owen			70	5-111/2	25	0	3-A
49	Cole, Owen Hollins, Kenneth	NY 31 NY 1 1		96	6- 3	17 17	0	None
51	Wilkins, Walter	. Omaha, Nebraska		57	5-11	18	0	None None
55	Kenfield, Ted	. Columbus, Nebraska		55	5-10	17	0	None
56	Hansen, Jim	. Omaha, Nebraska		01	5-10	18	0	1-A
1919	ransen, sunt a a a a	. Omana, reoraska		O.L	0-11	10	U	1-74

Iowa State Roster

N.	N					20,2000		RENCE
No.	NAME	Номк	CLASS	WT.	Нт.	AGE	H.S.	Corr.
		ENDS						
21	Miller, Bob	Macedonia, Iowa	Fr.	190	6- 0	18		0
25	Wagner, Rex	Homer, Nebraska	So.	192	6- 2	19	4	0
28	Lavassar, J. C	Seattle, Washington	1,50%	200	6- 4	19	0	1
32	Wiltsie, Le Roy	Des Moines, Iowa	So.	192	6- 1	19	2	0
43	Clausen, Fred	Clear Lake, Iowa	Sr.	195	6- 2	20	3	0
52	Crisler, H. J	Richmond, California	So.	202	6-3	19	3	1
61	Mortensen, Bernie	Lincoln, Nebraska	Sr.	173	5-11	20	0	0
73	Van Dusen, Kenneth	Malvera, Arkansas		175	6- 3	19	3	0
		TACKLES						
20	Bond, Tom	Des Moines, Iowa	Fr.	185	6-2	18	2	. 0
26	Trommler, Ken	St. Louis, Missouri	So.	195	6- 0	19	2	0
33	Shanda, Mel	Belle Plaine, Iowa	Sr.	200	6- 2	21	2	2
36	Fathauer, Jack	St. Louis, Missouri	Fr.	195	6- 0	18	3	0
47	Kisner, C. M	Clear Lake, Iowa	Jr.	185	6- 1	23	0	0
50	Tollenaere, Larry	Berwyn, Illinois	Sr.	192	6- 0	20	4	0
59	Bliss, Dick	Ames, Iowa	Sr.	200	6- 2	20	2	0
		GUARDS						
23	Braunstein, Harold	Brooklyn, New York	Jr.	195	6- 1	20	3	2
24	Peterson, Stan	Vinton, Iowa	Sr.	170	5-10	20	2	0
35	Seibold, Don	Ackley, Iowa	Sr.	170	6- 0	21	4	2
42	Wright, Charles	Omaha, Nebraska	Jr.	200	6- 1	21	4	1
48	Albrecht, Bill	Lincoln, Nebraska	So.	178	5- 9	19	2	0
53	Daubendick, Gene	Jefferson, Iowa	Sr.	185	6- 0	20	4	0
		CENTERS						
41	Gallaher, George	Muscatine, Iowa . :	Fr.	175	6- 0	18	4	0
45	Kokjer, Carter	Sidney, Nebraska	So.	190	6- 1	18	2	0
57	Preston, Carroll	Lenox, Iowa	So.	185	6- 2	18	3	1
58	Lambert, Bill	Omaha, Nebraska	So.	170	5-11	19	3	0
		BACKS						
22	Kraus, Harry	Sargent, Nebraska	So.	170	5- 9	19	3	0
30	Howard, Richard	Ankeny, Iowa	Fr.	160	5-11	18	4	0
31	Noble, Joe	Plattsmouth, Nebraska	So.	170	6- 0	20	3	0
39	Wolfe, Richard	New London, Ohio	So.	201	6- 1	20	4	1
40	McKeegan, Jim	Rock Valley, Iowa	Jr.	160	5- 8	20	3	0
44	Bender, Floyd	Ames, Iowa	Fr.	170	5-11	18	3	0
46	Vandergriff, Ray	Van Buren, Arkansas	Jr.	160	5-10	21	3	1
49	Madson, Norman	Stanhope, Iowa	Sr.	160	5-8	22	2	0
51	Ireland, Harold	Fairfield, Iowa	So.	180	5-10	22	4	1
60	Gast, George	Osage, Iowa	Sr.	183	6- 0	20	3	2
63	Carafiol, Gilbert	St. Louis, Missouri	Jr.	205	6- 1	20	4	1 2
64	Tippee, Howard	Des Moines, Iowa	Sr.	180	6- 0	20	3	2
66	Grier, Maurice	Omaha, Nebraska	Jr.	170	5- 9	21	2	0
69	Warner, Meredith	Des Moines, Iowa	So.	177	5-11	19	0	0

[&]quot;The official watch for timing all games is Longines-the world's most honored watch."



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THE IDEAL WEAR-RESISTING FINISH FOR GYMNASIUM FLOORS

1943 BIG SIX SCHEDULE

DATE	IOWA STATE	MISSOURI	NEBRASKA	OKLAHOMA	KANSAS	KAN. STATE
Sept. 24					Washburn	
Sept. 25		Minnesota		Norman Navy*		
Oct. 1					Denver U	
Oct. 2	Iowa Seahawks*	Ohio State*	Minnesota	Okla. A & M		
Oct. 9	Kansas	Kansas State*	Indiana*	Texas	Iowa State*	Missouri
Oct. 16	Nebraska*	Iowa Senhawks	Iowa State	Tulsa	Washburn*	
Oct. 23	Ottumwa Navy		Kansas*	Kansas State	Nebraska	Oklahoma*
Oct. 30	Oklahoma	Nebraska*	Missouri	Iowa State*	Kansas State*	Kansas
Nov. 6	Missouri*	Iowa State	Kansas State	Kansas*	Oklahoma	Nebraska*
Nov. 13	Drake	Oklahoma*	Pittsburgh*	Missouri	Warrensburg*	
Nov. 20	Kansas State*	Kansas	Iowa U*		Missouri*	Iowa State
Nov. 25						
Nov. 27				Nebraska	Fort Riley	

Denotes Home Game

KEEP BACKING THE ATTACK — BUY WAR BONDS



In the Game of Life YOU will have to carry the ball,

but the right bank will run interference in helping you towards your goal.

COLLEGE SAVINGS BANK

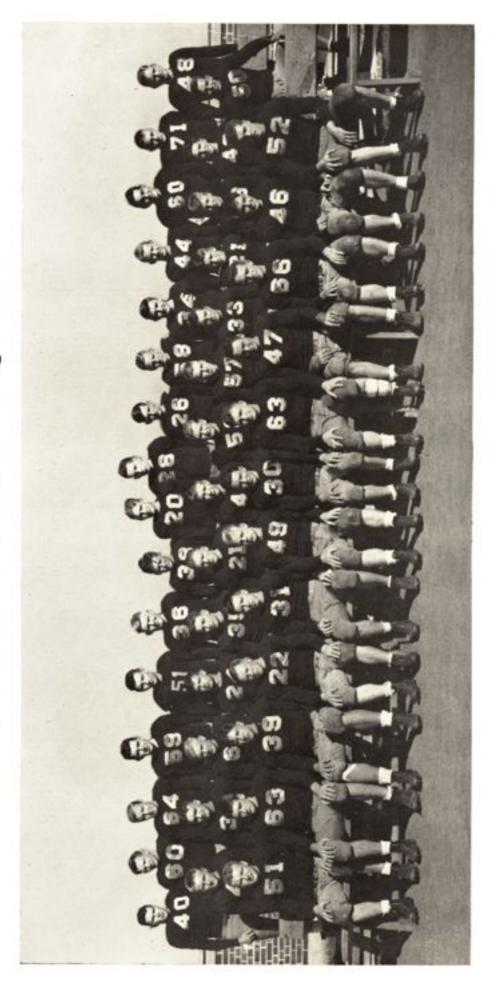
WEST AMES, IOWA

Total Resources Over \$1,900,000.00

Depository, Iowa State College Athletic Council

Member F. D. I. C.

IOWA STATE SQUAD



Front Row: Albrecht, Wagner, Wolfe, Kraus, Noble, Madson, Howard, Carafiol, Kisner, Grier, Miller, Crisler.

Second Row: Gallaher, Wiltsie, Mortenson, Peterson, Seibold, Trommler, Kokjer, Daubendiek, Preston, Shanda, Vandergriff, Warner, Clausen, Tollenaere. Back Row: McKeegan, Gast, Tippee, Bliss, Braunstein, Fathauer, Voelker, Bond, Lavassar, Knop, Lambert, Yuhas, Bender, Behan, Hoagland, Ireland.

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for the Sportsman

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 - 3. It looks better
 - 4. The price is right

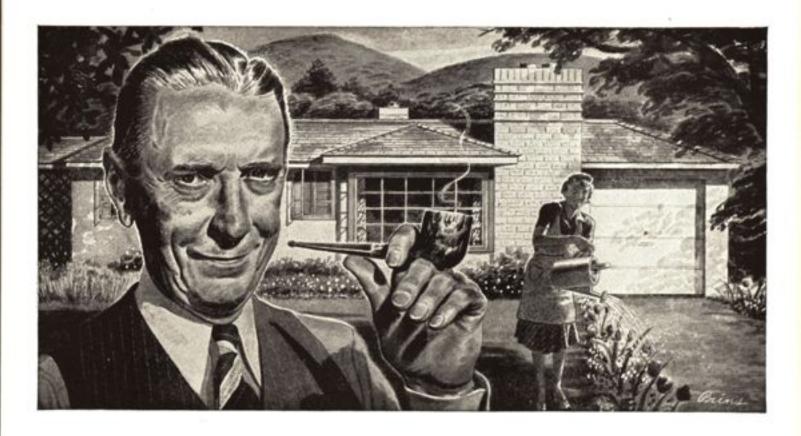
Football Basketball Baseball Track Tennis Golf Fishing Tackle Guns Shells

"WE HAVE WHAT YOU WANT"

HOPKIN'S SPORTING GOODS CO.

412 SEVENTH STREET

DES MOINES, IOWA



A message for you...from 1953

(Today, John Jones is just an average American, wrestling with all the doubts and worries and problems that beset every one of us right now. But let's skip ahead 10 years. Let's look at John Jones then—and listen to him . . .)

"Sometimes I feel so good it almost scares me.

"This house—I wouldn't swap a shingle off its roof for any other house on earth. This little valley, with the pond down in the hollow at the back, is the spot I like best in all the world.

"And they're mine. I own 'em. Nobody can take 'em away fromme.

"I've got a little money coming in, regularly. Not much—but enough. And I tell you, when you can go to bed every night with nothing on your mind except the fun you're going to have tomorrow—that's as near Heaven as a man gets on this earth!

"It wasn't always so.

"Back in '43—that was our second year of war, when we were really getting into it—I needed cash. Taxes were tough, and then Ellen got sick. Like almost everybody else, I was buying War Bonds through the Payroll, Plan—and I figured on cashing some of them in. But sick as she was, it was Ellen who talked me out of it.

"'Don't do it, John!' she said.

'Please don't! For the first time
in our lives, we're really saving
money. It's wonderful to know
that every single payday we have
more money put aside! John, if

we can only keep up this saving, think what it can mean! Maybe someday you won't have to work. Maybe we can own a home. And oh, how good it would feel to know that we need never worry about money when we're old!'

"Well, even after she got better, I stayed away from the weekly poker game—quit dropping a little cash at the hot spots now and then—gave up some of the things a man feels he has a right to. We made clothes do—cut out fancy foods. We didn't have as much fun for a while but we paid our taxes and the doctor and—we didn't touch the War Bonds.

"Wedidn't touch the War Bonds then, or any other time. And I know this: The world wouldn't be such a swell place today if we had?"

The Treasury Department acknowledges with appreciation the publication of this message by

IOWA STATE COLLEGE ATHLETIC COUNCIL



Is He Thinking "I Must Buy More War Bonds"?

Probably not. Nor is he thinking bus transportation is comfortable in these crowded war days.

But he's making the best of it and probably doing all right, because he was there on time and carried a minimum of baggage, as becomes a patriotic American.

Buy War Bonds

Every dollar invested brings the end nearer and saves American lives.



UNION BUS DEPOT

Sheldon-Munn Hotel - Phone 1900

Chicago and Northwestern Stages Union Pacific Stages



We're Fighting, Too

The "old gangs" are gathering at Memorial Union to have cokes or malts. But it's different this year. A lot of the buddies are on foreign battlefields, on the high seas, in the air, or in camps. While coking and chatting these "old gangs" still get the best service Memorial Union is able to provide.

BUT OUR NO. 1 PROJECT IS FEED-ING THE NAVY UNITS STATIONED ON THE CAMPUS. This is our assignment from Uncle Sam.

Regular activities will be carried on to the best of our ability. We shall give you the best service possible. But if it isn't up to par, remember that we're helping win the war. We know you'll understand.

MEMORIAL UNION

OUR COLLEGE CLUB